



## HUMAN RESOURCES

### ASSESSMENTS & CONSULTING

2006 -2007

#### Business Plan

##### Executive Summary

Virtual Business Services' (VBS) engagement to analyze the revenue stream of CLIENT found several fact-based opportunities for CLIENT to significantly increase its revenue; year over year.

Most of these opportunities are described below. The most important finding and the Number One opportunity at this time is selling assessments.

CLIENT is in the business of assessing and connecting people to workplaces that are inherently safe.

This process requires people to be "assessed" via a "seated test" **BEFORE** the person is connected or not connected with a workplace.

Leveraging the opportunity to administer volumes of tests via an Online Employment Center allows CLIENT to generate significant low cost, highly profit, **fee income!**

**Online employment centers is the "catalyst" necessary to quickly and substantially grow CLIENT's business.**

Fee income means hardly any work is done to generate the money.

Using the findings of the "forensic revenue" analysis; VBS recommends CLIENT immediately begin repositioning CLIENT in the marketplace so customers and prospects are aware that CLIENT sells Online Employment Centers.

When CLIENT customers start using an online employment center, interpretation of test data is required, which then allows CLIENT to cross-sell its human resources, administrative, workshops, advertising, interviewing, safety, MOSH citation and safety equipment products.

The recommended strategy uses low cost, high margin online employment centers to "pull" other CLIENT products through the customer's workplace to increase distribution and sales...a simple but elegant business plan.

**CLIENT Mission:** Sell "seated personnel assessment tests", which require HR, Admin, Workshop, Safety and Product support from CLIENT.

**CLIENT Objectives:** Increase revenue 100% to \$182,453.68 from \$91,226.84 in 2005

**CLIENT Strategies:**

***Use Online Employment Centers to sell assessment tests or (SEATS):***

- To all current and former customers who bought HR, Admin, Workshops, Safety Equipment, Safety Counseling, Interviewing, Advertising, Assessment & Testing and MOSH Citations.

***Use Online Employment Centers to generate “fee income” business every month.***

***Market aggressively in CLIENT trading area. There are 18 CLIENT zip codes.***

***Sell most popular products, listed in order above; leading with CLIENT’s lowest cost, highest margin assessment product.***

***Identify and advertise to all CLIENT customer types and prospects in all 18 zip codes. CLIENT has performed services for 40 businesses.***

***Conduct profitability analysis on all products...set “cost plus margin” prices.***

**CLIENT Tactics:**

- Purchase 2 Online Employment Centers (ECs)
- Sell ECs to all current and former customers.
- Advertise ECs to prospects in all 18 zip codes that “look like” current and former customers.
- Publish schedule with consistent, disciplined pricing
- Discount price only in exchange for volume
- Mark up all service provided, eliminate reimbursement philosophy
- Use workshops as loss leader product to capture new business. Do free workshops to sell ECs to participants.
- Use Business Connection to sell ECs.